



## THE GILMAN BROTHERS COMPANY

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### FOR IMMEDIATE RELEASE

## The Gilman Brothers Launches New Resilient® Soft Touch Graphics Board

*A velvety soft, fine cell foam board that recovers quickly after compression.*

SOURCE: THE GILMAN BROTHERS COMPANY, February 15, 2022

The Gilman Brothers Company is proud to announce the launch of Resilient® Soft Touch Graphics Board. Resilient® is a velvety soft, fine cell foam board that recovers quickly after compression and features a velvety true-black edge that is visually pleasing and ready to display without any further treatment.

The Resilient® product line is available with a consistent white surface that provides a smooth, glass-like surface for direct digital printing applications and with one-side pressure-sensitive adhesive for mounting applications. Resilient® is made with "spring-back technology" which enables it to recover quickly after compression and dent-resistant corners that eliminate any damage in shipping.

"We love Resilient®!" says Ari Luna, Business Development Manager, alluding to the February 14 product launch that kicked off with a new promotional video and detailed commercial packet, along with an exciting new application sample kit. "Feedback from current and new targeted clients is beyond exciting. This product is a disrupter in multiple markets, and I look forward to driving this platform."

Gilman Brothers business development team has begun scheduling on-site consultations and video presentations to introduce Resilient® to multiple markets. "This is the fastest-growing segment in our company history," says Bill VanHorn, Director of Sales. "We are humbled to be well-positioned for new pathways to growth."

The launch of Resilient® is strategically timed with The Gilman Brothers Company's recent purchase of a Zund G3-2500 digital cutter. With this purchase, the company will be able to provide value-added services to customers via prototypes, design, and cut files.

The Resilient® product page on Gilman Brothers website features application photos, cutting guidelines, and more. Patent-pending Resilient® is made in the USA and is available in gauges ranging from 1/2", 3/4" and 1" thicknesses and is currently available in 51" x 86" sheets. Resilient® cuts easily and cleanly with most commercial razor knives. Cutting guidelines can be downloaded from the Gilman Brothers website.

For additional information on any Gilman Brothers products visit our website at [www.gilmanbrothers.com](http://www.gilmanbrothers.com), email us at [sales@gilmanbrothers.com](mailto:sales@gilmanbrothers.com) or call regular EST business hours 860-889-8444 USA or the new 24/7 hotline 860-884-2077.

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JPG: Resilient® Soft Touch Foam Board

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